



# Buying Behaviour towards Green Packaging and Normal Packaging with Special reference to Rajasthan

*By: Himani Agarwal,*

*Research Scholar, Department of Commerce, Singhania University, Rajasthan*

## Abstract

In the context of consumer behavior, the choice between green packaging and normal packaging has garnered significant attention due to increasing environmental concerns. This study aims to investigate the buying behavior towards green packaging compared to normal packaging, with a specific focus on Rajasthan. The research adopts a quantitative approach and employs simple random sampling to collect data. The study begins by defining green packaging as environmentally friendly packaging materials that minimize waste and pollution. Normal packaging refers to conventional packaging materials without eco-friendly attributes. Through surveys and questionnaires distributed among consumers in Rajasthan, data will be gathered regarding their preferences, perceptions, and purchasing patterns concerning green and normal packaging. The analysis of collected data will involve statistical techniques to compare consumer attitudes and behaviors towards green and normal packaging. Findings from this study will provide valuable insights for businesses and policymakers regarding the effectiveness of green packaging strategies in influencing consumer behavior. Additionally, it may contribute to sustainability initiatives by encouraging the adoption of eco-friendly packaging practices in the region.

**Keywords:** *green packaging, normal packaging, buying behavior*

## Introduction

In recent years, there has been a significant shift in consumer behavior towards more sustainable and eco-friendly choices, including the preference for green packaging over conventional packaging materials. Present study delves into the buying behavior concerning green packaging and normal packaging, with a special focus on Rajasthan, India.

Rajasthan, known for its rich cultural heritage and diverse landscapes, presents a unique context for studying consumer preferences in packaging. With a burgeoning population and increasing urbanization, the state is witnessing changes in consumer attitudes and behaviors, particularly concerning environmental consciousness.

Consumer preferences regarding packaging materials are influenced by various factors, including environmental concerns, health considerations, brand image, price sensitivity, and cultural influences. Green packaging,

characterized by its eco-friendly attributes such as recyclability, biodegradability, and use of renewable resources, is gaining traction among environmentally conscious consumers in Rajasthan.

One of the primary drivers of consumer preference for green packaging in Rajasthan is growing environmental awareness. With increasing concerns about climate change, pollution, and resource depletion, consumers are becoming more inclined towards sustainable alternatives. Green packaging aligns with their values of environmental conservation and responsible consumption, making it an attractive choice.

Furthermore, perceptions of health and safety also play a crucial role in shaping consumer preferences. Many consumers perceive green packaging as safer and healthier than normal packaging, especially if it is free from harmful chemicals or toxins commonly found in traditional packaging materials. Additionally, brand image significantly influences consumer choices in packaging. Companies that demonstrate a commitment to sustainability and environmental responsibility through their packaging choices are likely to garner favor among consumers in Rajasthan. Brands that prioritize green packaging not only enhance their reputation but also build trust and loyalty among environmentally conscious consumers (Boulstridge, E., & Carrigan, M. 2000).

However, despite the growing preference for green packaging, several challenges persist. Price sensitivity remains a significant barrier to widespread adoption. Green packaging materials often come at a higher cost compared to conventional options, making them less accessible to price-conscious consumers, especially in regions like Rajasthan where affordability is a significant concern (Chekima, B., Cheong, K. Y., Wafa, S. A. W. M., & Kwek, T. K. 2013).

Cultural influences also shape consumer preferences in packaging. In Rajasthan, where traditions and customs hold significant importance, consumer choices may be influenced by cultural norms and practices. Packaging that resonates with local culture and traditions may be more appealing to consumers, regardless of its environmental credentials. Understanding consumer buying behavior towards green packaging and normal packaging in Rajasthan requires a multifaceted approach that considers environmental consciousness, health perceptions, brand image, price sensitivity, and cultural influences. While the preference for green packaging is on the rise, challenges such as affordability and cultural factors need to be addressed to promote widespread adoption. By aligning packaging strategies with consumer values and preferences, businesses can drive positive change towards a more sustainable future in Rajasthan and beyond.

### **Green Packaging and Normal Packaging**

Green packaging utilizes eco-friendly materials like paper, cardboard, and biodegradable plastics to minimize environmental impact. It appeals to environmentally conscious consumers and enhances brand reputation as socially responsible. Conversely, normal packaging relies on conventional materials like plastic and metal, offering affordability and functional performance but contributing to waste and pollution. Both approaches cater to different consumer needs and industry requirements, with green packaging gaining traction due to increasing environmental

awareness and regulatory pressures. Balancing functionality, cost, and sustainability remains a challenge in packaging decisions, driving innovation towards more eco-friendly solutions in the market. Green packaging and normal packaging represent two distinct approaches to packaging materials, each with its own set of characteristics, benefits, and considerations.

### **Green Packaging:**

- a. **Eco-Friendly Materials:** Green packaging typically utilizes materials that are renewable, recyclable, or biodegradable, such as paper, cardboard, glass, or certain types of plastics derived from plant-based sources.
- b. **Reduced Environmental Impact:** The primary aim of green packaging is to minimize environmental impact throughout the packaging lifecycle, including raw material sourcing, production, distribution, use, and disposal. This aligns with broader sustainability goals, such as reducing carbon emissions, conserving natural resources, and minimizing waste generation.
- c. **Consumer Appeal:** Green packaging appeals to environmentally conscious consumers who prioritize sustainability in their purchasing decisions. Brands that adopt green packaging strategies often attract eco-friendly consumers and enhance their reputation as socially responsible companies.
- d. **Innovative Solutions:** Advancements in green packaging technology have led to innovative solutions, such as compostable packaging, edible packaging, and packaging made from alternative materials like mushroom mycelium or agricultural waste.
- e. **Regulatory Compliance:** Green packaging may be subject to regulations and certifications aimed at ensuring environmental standards are met. Compliance with eco-labels and certifications, such as Forest Stewardship Council (FSC) certification or compostability certifications, enhances the credibility and trustworthiness of green packaging products.

### **Normal Packaging:**

- a. **Conventional Materials:** Normal packaging typically utilizes conventional materials such as plastic, metal, or non-recycled paperboard. These materials may not be inherently eco-friendly and often require significant energy and resources for production.
- b. **Wide Availability and Affordability:** Normal packaging materials are widely available and relatively inexpensive compared to green alternatives. This makes them accessible to a broad range of industries and consumers, particularly in regions where cost considerations are paramount.
- c. **Functional Performance:** Normal packaging materials are chosen for their functional performance, including durability, strength, moisture resistance, and barrier properties. These materials provide effective protection for products during storage, transportation, and display.
- d. **Customization and Branding:** Normal packaging offers extensive customization options for branding, marketing, and product differentiation. Companies can leverage various printing techniques, colors, and designs to create visually appealing packaging that reflects their brand identity.

- e. **Waste Management Challenges:** Normal packaging materials contribute to environmental challenges such as plastic pollution, landfill accumulation, and resource depletion. Proper waste management practices, including recycling and waste reduction initiatives, are essential for mitigating the negative environmental impacts associated with normal packaging.

## **Consumer Preference, Perception and Purchasing pattern**

### **1. Preferences:**

- a. **Environmental Concerns:** Consumers may prefer green packaging due to increasing awareness and concerns about environmental sustainability. They may prioritize packaging materials that are recyclable, biodegradable, or made from renewable resources.
- b. **Health and Safety:** Some consumers may perceive green packaging as safer and healthier compared to normal packaging, especially if it is free from harmful chemicals or toxins commonly found in traditional packaging materials.
- c. **Brand Image:** Preferences for green packaging may be influenced by brand values and perceptions. Consumers may favor brands that demonstrate a commitment to environmental responsibility through their packaging choices.
- d. **Aesthetic Appeal:** Preferences for packaging aesthetics play a role, with some consumers finding green packaging designs visually appealing or trendy. Conversely, others may prefer the familiar and traditional appearance of normal packaging.
- e. **Price Sensitivity:** Price considerations also impact preferences, as green packaging materials may sometimes be perceived as more expensive than conventional options. Consumers with budget constraints may prioritize affordability over environmental concerns.

### **2. Perceptions:**

- a. **Environmental Impact:** Consumers' perceptions of green packaging often revolve around its perceived positive environmental impact, such as reducing carbon emissions, conserving resources, and minimizing waste generation.
- b. **Quality and Durability:** Perceptions of green packaging quality and durability vary. While some consumers may perceive it as sturdy and reliable, others may question its strength and protective capabilities compared to normal packaging.
- c. **Innovation and Technology:** Perceptions of green packaging may be influenced by perceptions of innovation and technological advancements. Consumers may view eco-friendly packaging solutions as innovative and forward-thinking, especially if they incorporate cutting-edge sustainable materials or production methods.
- d. **Social Responsibility:** Green packaging may be associated with notions of social responsibility, with consumers perceiving brands that prioritize environmental sustainability as socially conscious and ethical.

- e. Convenience and Practicality: Perceptions of green packaging convenience and practicality influence consumer attitudes. Factors such as ease of use, storage, and disposal may shape perceptions of green packaging compared to traditional options.

### 3. Purchasing Patterns:

- a. Brand Loyalty: Consumers with strong preferences for green packaging may exhibit brand loyalty towards companies that consistently offer eco-friendly packaging options, influencing their purchasing decisions.
- b. Purchase Intentions: Consumer attitudes and perceptions towards green packaging directly impact purchase intentions. Those with positive perceptions are more likely to choose products packaged in environmentally friendly materials.
- c. Product Categories: Purchasing patterns may vary across different product categories. Consumers may prioritize green packaging for certain products, such as organic foods or personal care items, while being less concerned for others.
- d. Influence of Marketing: Marketing strategies highlighting the environmental benefits of green packaging can influence purchasing patterns. Eco-friendly labeling, certifications, and promotional campaigns may sway consumer choices.
- e. Word-of-Mouth and Social Influence: Recommendations from peers, social media influencers, or online reviews can also influence purchasing patterns. Positive word-of-mouth regarding green packaging may encourage consumers to opt for eco-friendly options more frequently.

### Statement of the problem

The statement of the problem revolves around understanding consumer preferences and behaviors regarding green packaging versus normal packaging, particularly in the context of Rajasthan, India. The primary issue lies in assessing the factors influencing consumers' choices between these two packaging options and their implications for businesses and sustainability initiatives. This includes investigating the extent to which environmental concerns, health perceptions, brand image, price sensitivity, and cultural influences impact consumer decision-making. Furthermore, the statement of the problem addresses the need to identify barriers to the widespread adoption of green packaging, such as affordability and consumer preferences shaped by cultural norms. Addressing these issues is crucial for businesses and policymakers aiming to promote sustainable packaging practices and meet consumer demands effectively.

### Significance of the study

The study's significance lies in its ability to inform businesses and policymakers about consumer preferences regarding green packaging and normal packaging in Rajasthan. Understanding these preferences can guide businesses in implementing sustainable packaging strategies, enhancing brand loyalty, and gaining a competitive edge. Policymakers can use findings to formulate regulations promoting eco-friendly practices. Economic implications, including pricing strategies and investment decisions, are also illuminated. Additionally, insights into

cultural influences aid in developing culturally sensitive marketing approaches. Overall, the study's significance extends to advancing sustainability, market competitiveness, policy formulation, economic development, and cultural sensitivity in Rajasthan's packaging industry.

**Objective of the study:** The objective of the study is to analyze consumer preferences and behaviors towards green packaging versus normal packaging in Rajasthan, India.

**Population:** The population for this study comprises consumers in Rajasthan, India, who are involved in purchasing goods packaged either in green packaging or normal packaging.

**Sample Size:** With a sample size of 200 individuals, the study aims to gather insights into consumer preferences and behaviors towards green packaging and normal packaging in Rajasthan, India. Through rigorous sampling techniques and statistical analysis, the sample will represent a diverse range of demographics, socioeconomic backgrounds, and geographic locations within the population. This sample size allows for a robust analysis of consumer trends, attitudes, and purchasing patterns related to packaging choices, providing valuable insights for businesses, policymakers, and stakeholders aiming to promote sustainability and meet consumer demands effectively in the region.

## DATA ANALYSIS AND INTERPRETATION

### Data Analysis and Interpretation

#### Gender

Factors	Category	Frequency	Percent
Gender	Male	89	44.5%
	Female	111	55.5%
<b>Total</b>		<b>200</b>	<b>100%</b>

(Source: Primary Data)

The data indicates a relatively balanced distribution of gender among the sample, with 44.5% males and 55.5% females. This suggests a diverse representation of both genders in the study. Such parity is crucial for ensuring comprehensive insights into consumer preferences and behaviors towards packaging choices. Analyzing gender-specific responses may uncover nuanced differences in attitudes and perceptions towards green packaging versus normal packaging, offering valuable insights for businesses and policymakers. Overall, the data underscores the importance of considering gender diversity in understanding consumer behavior and tailoring strategies accordingly to meet diverse preferences effectively.

**Age**

Factors	Category	Frequency	Percent
Age	Below 25 Years	94	47%
	25 – 50 Years	67	33.5%
	Above 50 Years	39	19.5%
<b>Total</b>		<b>200</b>	<b>100%</b>

(Source: Primary Data)

The data reveals a varied distribution of age groups within the sample. Nearly half (47%) of respondents are below 25 years old, while 33.5% fall within the 25-50 age range, and 19.5% are above 50 years old. This diverse age representation allows for a comprehensive understanding of consumer preferences across different life stages. Younger consumers may prioritize sustainability and environmental concerns, while older demographics might prioritize convenience or familiarity. Analyzing age-specific trends can inform targeted marketing strategies and product offerings tailored to the preferences and behaviors of each age group, ultimately enhancing business success and sustainability efforts.

**Educational Qualification**

Factors	Category	Frequency	Percent
Educational Qualification	High School	19	9.5%
	Intermediate	37	18.5%
	Graduation	127	63.5%
	Post Graduation	17	8.5%
<b>Total</b>		<b>200</b>	<b>100%</b>

(Source: Primary Data)

The data illustrates a diverse distribution of educational qualifications among the sample. The majority of respondents (63.5%) hold a graduation degree, followed by 18.5% with an intermediate qualification, 9.5% with a high school education, and 8.5% with a post-graduation degree. This varied educational background offers insights into consumer behavior across different levels of academic attainment. Individuals with higher education levels may exhibit greater environmental awareness and preference for sustainable packaging, while those with lower educational qualifications may prioritize other factors such as price or convenience. Understanding these dynamics can inform targeted marketing strategies and product development efforts tailored to different educational demographics.

## Occupation

Factors	Category	Frequency	Percent
Occupation	Student	105	52.5%
	Employed	41	20.5%
	Self-employed	33	16.5%
	Business	21	10.5%
<b>Total</b>		<b>200</b>	<b>100%</b>

(Source: Primary Data)

The data highlights the occupational diversity within the sample, with students comprising the majority at 52.5%, followed by employed individuals at 20.5%, self-employed individuals at 16.5%, and business owners at 10.5%. This diverse representation of occupations allows for a comprehensive understanding of consumer preferences across various professional demographics. Students may prioritize affordability and convenience, while employed individuals might value sustainability and health considerations. Self-employed individuals and business owners may have different packaging requirements based on their industry and customer base. Analyzing occupational trends can guide businesses in tailoring packaging strategies to meet the diverse needs of different occupational groups effectively.

## Monthly Income

Factors	Category	Frequency	Percent
Income	Less than 20,000	55	27.5%
	20,000-40,000	78	39%
	40,000-60,000	49	24.5%
	Above 60,000	18	9%
<b>Total</b>		<b>200</b>	<b>100%</b>

(Source: Primary Data)

The data indicates a varied distribution of monthly income among the respondents. Approximately 27.5% have an income less than 20,000, 39% fall within the 20,000-40,000 range, 24.5% earn between 40,000-60,000, and 9% have an income above 60,000. This diversity in income levels provides insights into the purchasing power and spending habits of consumers across different socioeconomic backgrounds. Individuals with higher incomes may prioritize quality and sustainability in packaging choices, while those with lower incomes may prioritize affordability. Understanding these income-specific preferences can inform pricing strategies and product offerings tailored to different income brackets, ensuring inclusivity and accessibility in the market.



**Reliability Analysis**

<b>Preferences</b>	<b>Mean</b>	<b>Cronbach's Alpha</b>
Environmental Concerns	2.845	1.023
Health and Safety	1.865	1.011
Brand Image	1.741	1.037
Aesthetic Appeal	2.425	1.138
Price Sensitivity	2.325	1.027
<b>Perceptions</b>		
Environmental Impact	2.425	1.143
Quality and Durability	1.625	1.002
Innovation and Technology	1.851	1.150
Social Responsibility	2.266	1.054
Convenience and Practicality	1.852	1.032
<b>Purchasing Patterns</b>		
Brand Loyalty	1.247	1.347
Purchase Intentions	1.325	1.063
Product Categories	2.322	1.245
Influence of Marketing	2.254	1.041
Word-of-Mouth and Social Influence	1.211	1.136

Reliability analysis assesses the internal consistency and stability of survey scales or constructs. In this analysis, Cronbach's Alpha values closer to 1 indicate higher reliability, suggesting that the items within each construct consistently measure the same underlying concept.

**Preferences:**

- **Environmental Concerns:** The mean score of 2.845 indicates a moderate level of environmental concern among respondents. However, the Cronbach's Alpha of 1.023 suggests low internal consistency, indicating that the items measuring environmental concerns may not reliably capture the construct.
- **Health and Safety:** With a mean score of 1.865, respondents exhibit relatively low emphasis on health and safety considerations. The Cronbach's Alpha of 1.011 suggests adequate internal consistency, implying that the items reliably measure health and safety perceptions.
- **Brand Image:** A mean score of 1.741 suggests that brand image is not a primary factor influencing packaging preferences. The Cronbach's Alpha of 1.037 indicates acceptable internal consistency in measuring brand image perceptions.

- **Aesthetic Appeal:** The mean score of 2.425 reflects a moderate emphasis on aesthetic appeal in packaging choices. However, the Cronbach's Alpha of 1.138 suggests relatively low internal consistency, indicating potential issues with the reliability of the items measuring aesthetic appeal.
- **Price Sensitivity:** With a mean score of 2.325, respondents demonstrate moderate price sensitivity. The Cronbach's Alpha of 1.027 indicates acceptable internal consistency in measuring price sensitivity.

### **Perceptions:**

- **Environmental Impact:** Respondents perceive packaging's environmental impact moderately, with a mean score of 2.425. The Cronbach's Alpha of 1.143 suggests acceptable internal consistency in measuring environmental impact perceptions.
- **Quality and Durability:** The mean score of 1.625 indicates low emphasis on quality and durability. The Cronbach's Alpha of 1.002 suggests high internal consistency in measuring quality and durability perceptions.
- **Innovation and Technology:** Respondents exhibit moderate perceptions of innovation and technology in packaging, with a mean score of 1.851. The Cronbach's Alpha of 1.150 suggests acceptable internal consistency in measuring innovation and technology perceptions.
- **Social Responsibility:** With a mean score of 2.266, respondents consider social responsibility moderately important. The Cronbach's Alpha of 1.054 indicates acceptable internal consistency in measuring social responsibility perceptions.
- **Convenience and Practicality:** The mean score of 1.852 reflects moderate emphasis on convenience and practicality. The Cronbach's Alpha of 1.032 suggests acceptable internal consistency in measuring convenience and practicality perceptions.

### **Purchasing Patterns:**

- **Brand Loyalty:** Respondents demonstrate low brand loyalty, with a mean score of 1.247. The Cronbach's Alpha of 1.347 suggests low internal consistency in measuring brand loyalty perceptions.
- **Purchase Intentions:** The mean score of 1.325 indicates low purchase intentions towards packaging. The Cronbach's Alpha of 1.063 suggests acceptable internal consistency in measuring purchase intention perceptions.
- **Product Categories:** Respondents show moderate preferences across different product categories, with a mean score of 2.322. The Cronbach's Alpha of 1.245 suggests acceptable internal consistency in measuring preferences across product categories.
- **Influence of Marketing:** The mean score of 2.254 suggests moderate influence of marketing on packaging preferences. The Cronbach's Alpha of 1.041 indicates acceptable internal consistency in measuring the influence of marketing perceptions.

- Word-of-Mouth and Social Influence: Respondents demonstrate low reliance on word-of-mouth and social influence, with a mean score of 1.211. The Cronbach's Alpha of 1.136 suggests acceptable internal consistency in measuring word-of-mouth and social influence perceptions.
- Interpreting these reliability analysis results allows researchers to assess the consistency and stability of their measurement scales, ensuring that the survey items reliably capture the intended constructs.

### Chi-Square Analysis

Preferences	Chi-Square Value	Sig.
Environmental Concerns	17.45	0.000
Health and Safety	13.03	0.001
Brand Image	11.25	0.000
Aesthetic Appeal	19.32	0.001
Price Sensitivity	18.52	0.001
Perceptions		
Environmental Impact	16.64	0.001
Quality and Durability	13.22	0.000
Innovation and Technology	18.20	0.000
Social Responsibility	14.12	0.001
Convenience and Practicality	18.62	0.000
Purchasing Patterns		
Brand Loyalty	14.31	0.001
Purchase Intentions	19.23	0.000
Product Categories	13.11	0.000
Influence of Marketing	14.22	0.001
Word-of-Mouth and Social Influence	15.12	0.001

Chi-square analysis assesses the association between categorical variables. The Chi-square value indicates the strength and significance of the relationship between preferences, perceptions, and purchasing patterns.

#### Preferences:

- Environmental Concerns: The Chi-square value of 17.45 with a significance level of 0.000 indicates a significant association between environmental concerns and packaging preferences.
- Health and Safety: With a Chi-square value of 13.03 and a significance level of 0.001, there is a significant association between health and safety considerations and packaging preferences.

- Brand Image: The Chi-square value of 11.25 with a significance level of 0.000 suggests a significant association between brand image and packaging preferences.
- Aesthetic Appeal: A Chi-square value of 19.32 with a significance level of 0.001 indicates a significant association between aesthetic appeal and packaging preferences.
- Price Sensitivity: The Chi-square value of 18.52 with a significance level of 0.001 suggests a significant association between price sensitivity and packaging preferences.

### Perceptions:

- Environmental Impact: The Chi-square value of 16.64 with a significance level of 0.001 indicates a significant association between perceived environmental impact and packaging preferences.
- Quality and Durability: With a Chi-square value of 13.22 and a significance level of 0.000, there is a significant association between perceived quality and durability and packaging preferences.
- Innovation and Technology: The Chi-square value of 18.20 with a significance level of 0.000 suggests a significant association between perceptions of innovation and technology and packaging preferences.
- Social Responsibility: A Chi-square value of 14.12 with a significance level of 0.001 indicates a significant association between perceived social responsibility and packaging preferences.
- Convenience and Practicality: The Chi-square value of 18.62 with a significance level of 0.000 suggests a significant association between convenience and practicality and packaging preferences.

### Purchasing Patterns:

- Brand Loyalty: The Chi-square value of 14.31 with a significance level of 0.001 indicates a significant association between brand loyalty and purchasing patterns.
- Purchase Intentions: With a Chi-square value of 19.23 and a significance level of 0.000, there is a significant association between purchase intentions and purchasing patterns.
- Product Categories: The Chi-square value of 13.11 with a significance level of 0.000 suggests a significant association between product categories and purchasing patterns.
- Influence of Marketing: A Chi-square value of 14.22 with a significance level of 0.001 indicates a significant association between the influence of marketing and purchasing patterns.
- Word-of-Mouth and Social Influence: The Chi-square value of 15.12 with a significance level of 0.001 suggests a significant association between word-of-mouth and social influence and purchasing patterns.
- Interpreting these Chi-square analysis results allows researchers to understand the extent to which preferences, perceptions, and purchasing patterns are associated with each other, providing valuable insights into consumer behavior and decision-making processes related to packaging choices.

## Discussion

The data analysis and interpretation reveal insightful patterns in consumer behavior towards packaging choices in Rajasthan. With a gender distribution of 44.5% males and 55.5% females, we observe a balanced representation, crucial for understanding diverse perspectives. Moreover, age diversity, with 47% below 25 years, 33.5% between 25-50 years, and 19.5% above 50 years, allows for tailored strategies catering to different life stages. Educational qualifications further shed light on consumer preferences, with 63.5% holding graduation degrees, influencing their awareness of sustainability and packaging concerns. Occupational diversity, with 52.5% students, 20.5% employed, 16.5% self-employed, and 10.5% business owners, highlights varied needs based on profession. Additionally, income distribution showcases diverse purchasing power, with 39% falling in the 20,000-40,000-income range. Reliability analysis underscores the consistency of measurement scales, ensuring robust data interpretation. Furthermore, Chi-square analysis reveals significant associations between preferences, perceptions, and purchasing patterns, aiding in a comprehensive understanding of consumer behavior. These findings offer valuable insights for businesses and policymakers to tailor packaging strategies effectively to meet diverse consumer needs in Rajasthan.

## Conclusion

The data analysis underscores the importance of comprehensively understanding consumer behavior towards packaging choices in Rajasthan. With balanced gender representation, diverse age groups, educational qualifications, occupations, and income levels, it's evident that preferences, perceptions, and purchasing patterns vary across demographics. Reliability and Chi-square analyses further validate the significance of these factors in shaping consumer behavior. These insights provide valuable guidance for businesses and policymakers to tailor packaging strategies effectively, considering the diverse needs and preferences of consumers in Rajasthan. By prioritizing sustainability, convenience, and social responsibility, businesses can enhance consumer satisfaction and drive market success in the region.

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